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**FOR IMMEDIATE RELEASE**

## Pay to Park with a Smarter System

READING, PA - September 3, 2014:  This week, paying for parking in the City of Reading is getting even easier.  For the past year, citizens have been able to pay to park by mobile phone in various metered districts throughout the City using the MobileNOW! smart Phone app or on the web at Mobile-Now.

The Reading Parking Authority's adoption of MobileNOW! in 2013 has made it extremely convenient for both residents and visitors to pay for parking without needing coins for a meter.  It's the E-Z Pass of parking!

To take advantage of this convenient service, download the MobileNOW! app from any smart phone app store. Then create your own MobileNOW! account and connect it to your credit or debit card. You can also pick up prepaid parking cards for MobileNow!, which can be purchased in $10.00 increments at the Reading Parking Authority office located at 613 Franklin Street.

Then, when you pull into your parking space, open the MobileNOW! app and scan the QR code or type in the location number posted on the sign, enter your license plate number, select the duration, and the payment is completed and confirmed.  The MobileNOW! service includes a FREE reminder alert when your time is nearly up. At that point, you can add more time to your meter using the MobileNOW! app, instead of running out to the street to feed the meter.

This week's update to the system is even more user-friendly and is in line with other MobileNOW! systems currently being used in our metropolitan area. This update stores license plate numbers, allowing cars to move within the same location code without paying twice and eliminating the need for users to enter their license plate number every time they park.

The areas under the new system are the 6$^{th}$ and Cherry lot, 500 block of Cherry St., 400 & 500 block of Penn St. 500 and 600 block of Court Street.  More locations will be added weekly until the entire commercial corridor is covered.  Look for updates as we proceed.

MobileNOW! makes it easy to get to all the events happening downtown, and visit local restaurants and shops. Never have the anxiety of running out of time at the meter again!  According to Patrick B. Mulligan, Executive Director of the Reading Parking Authority, "We think our customers deserve the best, so we are offering them this state-of-the-art payment option.  It's simple and convenient – just like it should be."

To download the MobileNOW! app, search MobileNOW(!) on your phone's app store.  To register on the web visit www.mobile-now.com.

For more information about MobileNOW! in the City of Reading, please call the Reading Parking Authority at 610.655.6166.

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